

ABSTRACT

A method wherein an indicia is selected from one of diverse indicia sources that promotes an informational application, a holder may be selected from a holder source specialized for the given application, and a display is selected from a display source. The indicia is placed in a suggested manner in the display or the indicia and holder unit are placed in the display such that the desired information is displayed. The flap portions of the display are manipulated to expose or conceal releasable, reusable adhesive portions, to suit the carrying of the display appliance, as in a book or bag, or the display of the display appliance from either side in a vertical or horizontal position, as on a cabinet, or wall. An easel insert or easel attachment allows for a standing position on a counter top or table. A display is made from a flexible and transparent material such as a clear plastic sheet material, having a pocket portion and one or more flap portions, said pocket portion for receiving a combined holder made of a substantially rigid material and having provision to accept an indicia of a substantially flimsy material. The indicia and/or indicia are in a format suggesting or compelling the display of certain display information when assembled, and concealing certain other concealed information until it is disassembled for storage. The flap portions contain regions of releasable, reusable adhesive which may be exposed or concealed when desired. Double-sided adhesive cut-outs may also be used to adhere the indicia to the holder and display.